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Mobiqa: World first end-to-end mobile barcoded ticket payment and delivery service for live entertainment

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Mobiqa, the world leaders in mobile ticketing solutions and PayPal Mobile have provided the world's first, complete end-to-end mobile payment and mobi-ticket delivery service to Scotland Rugby League fans who were left stranded without tickets due to the recent postal strikes which affected the whole of Britain.

For the first time ever, customers were able to pay for their rugby tickets via PayPal Mobile's WAP site on their phone and receive their barcoded tickets immediately after purchase. The mobi-tickets were offered for the Scotlandvs. Wales World Cup qualifier match in the 4th November at the Old Anniesland ground.

Fans were prompted to purchase their tickets for the game through promotional posters encouraging them to text TICKET* to a shortcode. A link to PayPal's WAP site was then delivered to their phone where they could sign-in using their existing PayPal account to pay for their ticket using PayPal's Mobile Payment Service. Upon completion, a mobi-ticket was sent straight to their mobile phone. mobi-tickets are text messages which contain a standard barcode and accompanying information about the match. Match-goers presented their mobi-ticket at the Old Anniesland ground where the barcode was scanned to allow for entry.

Fans were delighted with this service commenting, "It's so easy to use and definitely more convenient for me rather than worrying about a normal ticket getting lost or held up in the post, I'll definitely be using this service again."

Mobiqa and PayPal's complete end-to-end service has many advantages over traditional means of buying and receiving tickets. Using your own PayPal account to pay for tickets to the match overcomes security concerns around entering credit card details into the phone and overcomes the usability and security issues associated with previous mobile ticket payment attempts. This ground-breaking service is the ultimate in convenience for fans and completely solves any postal problems which sending traditional paper tickets may face. mobi-tickets are purchased and received on the mobile phone meaning an end to queuing at the stadium for tickets or waiting for the tickets to arrive in the post. This service also enables impulse purchases as customers are able to buy and receive their ticket on the move or immediately in response to an advert for a show or event as no PC access is required.

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Angus McNab, Sponsorship Director of Scotland Rugby League says, "The current Postal strikes have caused nightmares for rugby league fans waiting for tickets for the Super League Grand Final and those who attended our international in Glasgow on November 4th. mobi-tickets are a fantastic solution to this problem. They have added greatly to the match day experience as we have offered fans something unique. In addition to this, it is great for Scotland Rugby League to be supported in this way by a Scottish Company who are leading the way in their chosen field. The use of PayPal Mobile has made the process so simple and offers a simple end to end solution for fans. "

Iain McCready, CEO of Mobiqa comments, "Postal strikes and delays are exactly the type of situations mobi-tickets were designed to solve. Delivery of tickets to mobile phones bypasses postal inefficiency and enables hundreds of rugby fans to enjoy a game they may not have otherwise been able to attend. Working with PayPal Mobile has allowed us to offer this revolutionary service where tickets are bought and received on the mobile with minimal effort and maximum efficiency."

About Mobiqa

Mobiqa are the world leaders in mobile phone ticketing and mobile phone couponing. Mbiqa's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mbiqa's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mbiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com

About Scotland Rugby League

The history of rugby league in Scotland goes back to 1909 when the touring Australian team played a match against England at Celtic Park, Glasgow. As football and, to lesser extent, rugby union were already well established in Scotland, rugby league did not make much of an impact, and until recently all Scotland rugby league players were converts from union. Only fourteen Scottish players made this switch prior to the ending of discrimination against playing rugby league, the most famous of whom was Dave Valentine, who captained Great Britain to World Cup victory in 1954.